

# MAD

IND

No. 299 December 1990 Our Price: \$1.75 Dude!

IN THIS  
ISSUE WE  
MOW DOWN...

**THE  
SIMPSONS  
&  
TOTAL  
RECALL**

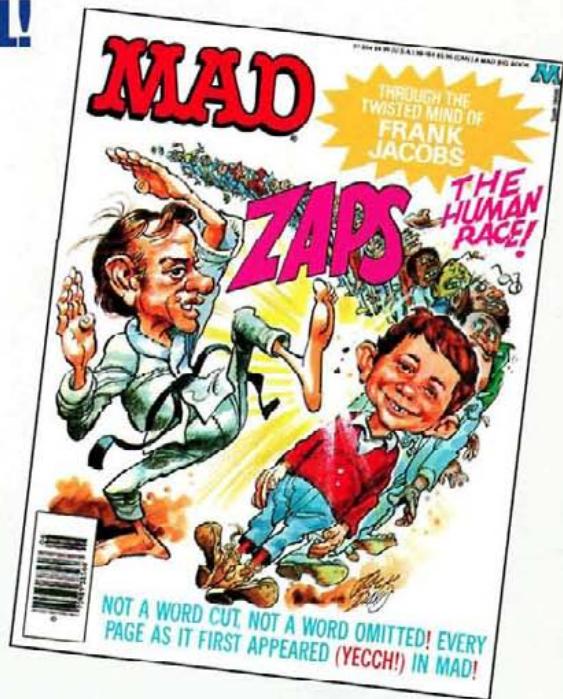
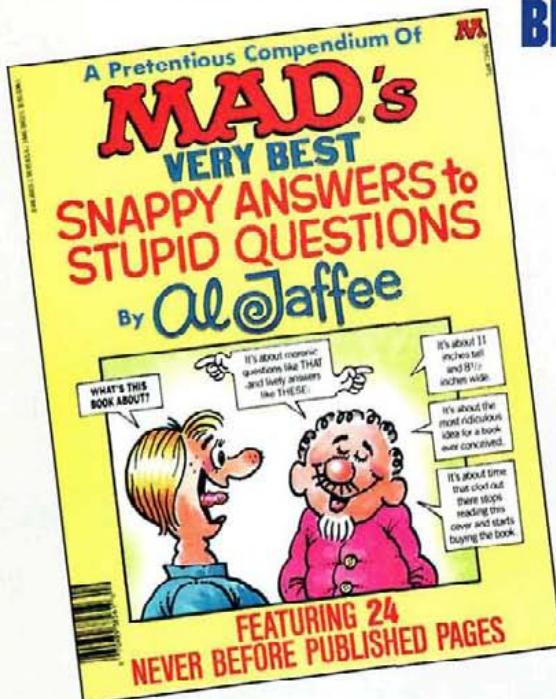
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# MAD

"Life is like a shower. One wrong turn and you're in hot water!"  
—Alfred E. Neuman

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JACK ALBERT *lawsuits* ANNE GAINES *logistics*

GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*  
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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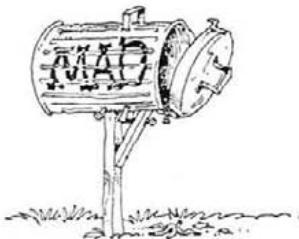


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## HISTORY DEFEATS ITSELF

In issue #297's "A MAD Guide to Devolution" you show a strange drawing of the ironclad ships *Monitor* and *Merrimack*. Your *Monitor* looks like an island with a cottage on it (complete with a smoking chimney), while your *Merrimack* for some reason has sails! As a reader with a five-year subscription and a Master's degree in Military History, I felt I must show you your historical mistake.

Scott Kirkman  
Columbus, OH

As long as we're pointing out historical mistakes, Scotty-o, what about yours—Subscribing to MAD for five years!

—Ed.

## "THE 2 HOUR SCHOOL OF DENTISTRY"

Don't get me wrong, I know from having MAD in my waiting room for many years that your articles are scrupulously researched. But in issue #296's "2 Hour School of Dentistry" you made a grievous error! In the lower right corner, artist Tom Bunk shows a set of two LOWER dentures! We in the profession know that only three in one hundred edentulous mouths exhibit this rare anomaly. Please advise your readers.

Robert L. Moskowitz, D.D.S.  
Smithtown, NY

We had some doubts about the artwork ourselves. However, 4 out of 5 dentists surveyed said they would recommend the artwork to all their patients who chew gum. Go figure. Then go rinse!

—Ed.

## WHAT, ME HAVE A COW?



Ruth Turner of Dallas, TX, sent us this recent editorial cartoon by Gary Markstein of the Copley News Service. Aye, carumba!

A SHORT GEOGRAPHY  
I.Q. LESSON

At various points in your satire "Hunt for Last October" (MAD #297), you indicate that Russian scamen were put ashore at Three Mile Island and that the submarine could be taken to Hungary or Czechoslovakia. My painstaking research reveals that Three Mile Island is on the Susquehanna River south of Harrisburg, PA and that both Hungary and Czechoslovakia are landlocked and inaccessible to submarines.

Harry Perlstadt, Ph.D., M.P.H.  
Michigan State University  
East Lansing, MI

**Harry—There you go, ruining a perfectly good movie satire for millions of readers by pointing out some small geographical faux pas. Look at yourself. You're pathetic! Sitting there in your smarmy little classroom, clutching your glow-in-the-dark globe in your lap... Czechoslovakia and Hungary aren't the only things that are landlocked, Harry, if you get our continental drift! Thanks for writing—And get your hand off of Indonesia!**

—Ed.

In MAD #297's "What Corporate Initials Really Stand For" you show a boy getting his I.Q. Test back with an "F" on it. You don't get grades on an I.Q. Test, you get scores! You all must have very low I.Q.s!

Jon Boettcher  
Germantown, WI

We ran your letter past the world-renowned and respected Harry Perlstadt, Ph.D., M.P.H. of Michigan State University. He said you and your little letter are pathetic! Look at yourself, sitting alone in your dark little room, nervously clutching your #2 pencil. Did we mention he thought you were pathetic? Oh yeah, we did! Thanks for writing!

—Ed.

## "CHOKE" IS IT!

I am writing in anger. I was shocked that in "Choke" (MAD #297), you encourage minors to smoke. How dare you suggest such a thing. I resent those remarks.

Rob Walker  
Chattanooga, TN

**Rob—We have just three words for you...Three little words that say oh so much: GET A BRAINI!**

—Ed.

NEW KIDDING  
ON THE BLOCK

You had no right making fun of the cutest, dearest guys in the singing business today. I personally love them and I know every girl in St. Charles school loves them, but not as much as the girls in Mrs. Catapano's 7-1 class. Thank you for your time.

Tara Kane  
Staten Island, NY

**You're right. We've given the New Kids a second look and listen, and have decided to adopt them as the Official Musical Group of this sentence, however, goes to Guns 'N Roses... Honorable mention: Squeeze! Yep, when it comes to NKOTB, we just can't get enough of Dirk, Dave, Jack, Jimmy and Jerry!**

—Ed.

## THE SCHULZ/JAFFEE SUMMIT A SUCCESS!

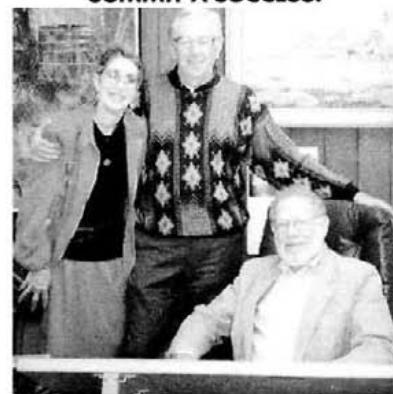


PHOTO BY MARY COHEN

**When famed "Peanuts" creator Charles Schulz saw Al Jaffee's Charlie Brown/Hall of Fame Fold-in in MAD #293, he called the Jaffer to his estate and threatened to sue him for millions! Luckily, Al was able to talk Charlie into settling for a hug from Joyce, Al's wife. Happy endings are so nice!**

## MORON MAIL

My dad is an old geezer and he claims that Alfred E. Neuman's real name is Melvin Cowsnafsky. Is this true?

Rachel Kalman  
Portland, OR

**How would we know whether or not it's true your father is an old geezer, you young snot!**

—Ed.

I live in Indonesia and it's hard to get MAD magazines. Sometimes when I break my neck to get an issue it turns out to be lousy! What can I do about this?

Matt Crawford  
Jakarta, Indonesia

**Matt—Do as most of our readers around the world do—continually lower your standards!**

—Ed.



## A VISIT FROM THE DOOGIE MAN

DOOGIE HOWSER, M.D.



March 8, 1990

Mad  
Department 294  
485 Madison Avenue  
New York, New York 10022

Dear MAULIN (and women):

I'm deeply touched by your moving tribute to yet another of my smash hit TV shows, DOOGIE HOWSER, M.D. You guys've done a lot for us, cancer, and I really appreciate it, as evidenced by my willingness to write this continuing contribution to the Alfred E. Newman Foundation. As you know, my new show, COP ROCK is just around the corner, so lemme know how much extra it'll cost me for an October feature, plus cover.

Excisor!

Steven Bochco

Steven Bochco



**We usually don't print two letters from the same person, but in Producer Steven Bochco's case, we'll make an exception! (In MAD #276 we printed his letter regarding our satire of his show L.A. Law!) Also, when Doogie Howser star Neil Patrick Harris dropped by, he performed an immediate MADectomy of our spoof "Dorky Housecall, M.D." from MAD issue #294!**

### A WILDCAT STRIKE

Everybody in my school would buy MAD if you congratulate our Boys' Basketball Team for going to State. Just put this on your letters page: "Congratulations Blakesburg Wildcats on beating Diagonal to win the District and making it to the State Tournament!"

Clint Gray  
Blakesburg, IA

**Clint—if that is your real name—We notice your story suddenly stops there. We can only assume that the wicked Wildcats played pathetically in the State Tournament. Would the words "trounced" and "publicly disgraced" be too strong? Your letter is mysteriously vague on this. Yep, Clint, we're sure the entire student body of Blakesburg is as pleased as punch that you blabbed to an international magazine about your winky-dink school's athletic failures. Go Wildcats!**

—Ed.

### WEIRD SCIENCE

I'm in science class right now and I need your help! None of my classmates know the answer to this question, so I'm counting on you guys. Here it is:

If  $10^{18}$  atoms of Polonium disintegrate to produce lead and  $10^{-8}$  g of helium, what is the mass of a helium atom?

The teacher has left the room, so please respond as quickly as possible!

John Bohlmann  
Hood River, OR

**Young Einstein—We read your problem and we're afraid you've got it mass backwards! Try factoring in the Wackenfuss Principle to the weight of polonium and let us know what happens. Be sure to make the standard adjustment for sodium (Na)! And remember, with this, as with all scientific inquiries, always keep a spare beaker in your pants!**

—Ed.



### HOT CROSS NUN

In sixth grade, Sister Michelle Marie said to our class, "There is one magazine Catholic teenagers should never read..." Then she wrote on the blackboard in 12-inch letters: M A D. That was in 1960! Today, I am again subscribing to another year of MAD. I'll keep subscribing until I can figure out just what Sister didn't want us to read. Do you have any idea?

Rich Reich  
La Jolla, CA

**We checked our issues from 1960 and it could be any number of things that got under Sister MM's habit. Among the leading candidates are Dave Berg's stinging "The Lighter Side of Blasphemy," "You Know You're Really Calibite When..." and our short-lived feature "Spy Vs. Pope." But if we had to choose one, we'd say it had to be "A MAD Peek Behind the Scenes at the Burning Bush"!**

—Ed.

### PRAISED AND CONFUSED

I have read and enjoyed your magazine for many years but I have never written to you. Please, please stop publishing letters from the small, narrow-minded, self-proclaimed "Christians" who don't understand that the point of satire is to expose human weaknesses, not to promote them. It depresses me beyond words to know that children are being raised in this tradition of ignorant self-righteousness. You are one of my last bastions of hope and fun.

Jennie Simpson  
Pasco, WA

**Say, wait a minute! Just where the hell do you get off calling us bastions? Thanks for writing!**

—Ed.

**Please Address All Correspondence To:  
MAD, Dept. 299, 485 MADison Avenue  
New York, New York 10022**

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-incensed, stamped envelope!

**Long before man walked on two feet...**

**Long before there was intelligent life on this planet...**

**We were gathering material for this book!**

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# THE AGES OF MAD



**It's Pre-hysteric Humor at its very best!**

**It can be yours for just a few Bananas!**



## NAME THAT TOON DEPT.

What cartoon sitcom is the hit of the season? Right! But how did they ever think up this crazy family? Actually, it wasn't such a great feat of imagination! It's been done! Listen: Years ago, when the action comic book hero Captain Marvel was dreamed up, they took the characteristics of famous mythological figures and created "SHAZAM"—a word that when spoken gave Captain Marvel his super powers. The "S" was for the wisdom of Solomon; the "H" for the strength of Hercules; the "A" for the stamina of Atlas; the "Z" for the power of Zeus; the "A" for the courage of Achilles; and the "M" for the speed of Mercury! Today's cartoon creators have merely updated the formula, taking traits of famous people and putting them together to spell ...

# THE S

### **S** for the SMARTS of President George Bush



### **I** for the INTEGRITY of former President Nixon



### **S** for the SPORTSMANSHIP of the Macho Man

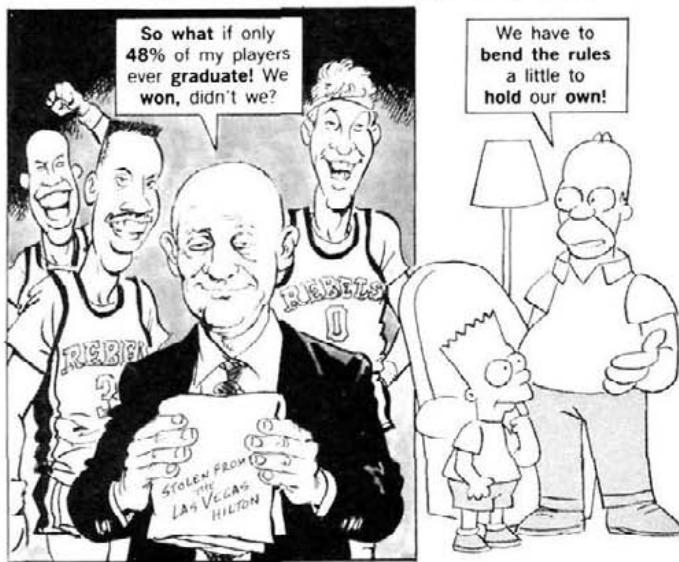


### **O** for the OPTIMISM of Drug Czar William Bennett



# IMPSONS

**M** for the MORALITY of UNLV coach Jerry Tarkanian



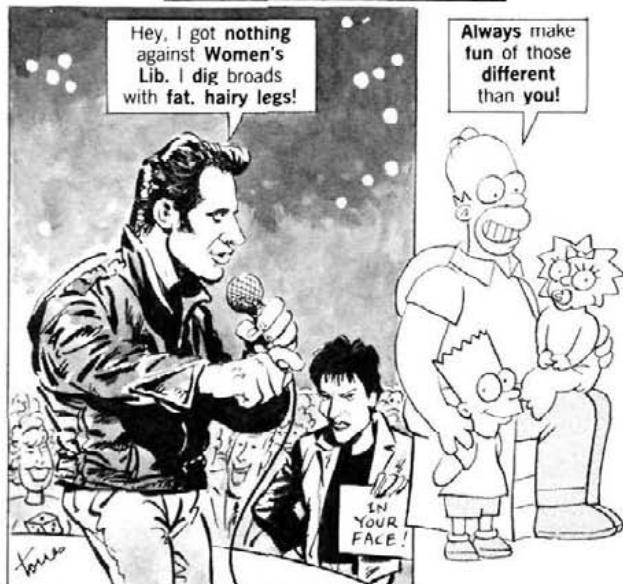
ARTIST: ANGELO TORRES

WRITER: STAN HART

**P** for the PATIENCE of Yankee owner George Steinbrenner



**N** for the NICENESS of Andrew Dice Clay



**S** for the SIBLING AFFECTION of Zsa Zsa and Eva Gabor



# A MAD PECK BEHIND THE SCENES "THE SIMPSONS"

ARTIST: SAM VIVIANO



# And The Scenes At "INS" STUDIO

WRITER: CHARLIE KADAU

Why does this show have such a long opening?  
To explain a lot about the Simpsons so that we can enjoy the show?

**No! To save money! By using the same footage every week, that's two minutes less of animation they have to pay for!**

Okay, all you **new animators** must swear to keep this **confidential!** To draw **Homer Simpson**, we start with **Fred Flintstone**, take off the hair, keep the five-o'clock shadow, add bigger eyes and update the clothes! That's all there is to it! After lunch, I'll show you how to turn **Wilma** into **Marge** and **Pebbles** into **Maggie!**

Why does Homer work at  
a nuclear power plant?  
He's always causing  
accidents and exposing  
people to radiation!

The network insisted that this show be **based on reality!**

Hey, man, cool  
your jets!  
No pain, no  
gain, dudes!  
This is groovy!  
Hell no, we won't  
go! 23 Skiddoo!

Why does Bart keep repeating those tired old sayings?

We'll try anything! One of them will surely turn into another hip "catchphrase" that we can print on T-shirts and posters! After all, "Don't Have a Cow" and "Eat My Shorts" have made millions in merchandising!

## Why are the **Simpsons** so beloved?

After years of *Cosby*, *Roseanne*, and *Full House*, audiences are hungry for a believable TV family!

**So what if Americans enjoy watching bumbling, moronic one-dimensional characters?**

## Public acceptance of Dan Quayle!

People in the public eye are constantly concerned with their image. They hire expensive Beauty Consultants and Wardrobe Experts to advise them how to present themselves in the

# USING THE SIMPSONS TO UPDATE STARS



## MARGARET THATCHER

Margaret—Maggie, it's a natural! The pacifier might even stop the fiesty Prime Minister from talking about new taxes that cause her fellow Britons to riot!



## MIKHAIL GORBACHEV

Mikhail's troubles in Latvia, Lithuania, Estonia, Azerbaijan, Byelorussia or Mongolia will be over when he shows his countrymen that he's really a fun guy with his new Bart Simpson look. You'll notice it goes perfectly with his zany birthmark.



## CARLY SIMON

When forty-ish Carly tries singing sexy songs, she looks like your maiden aunt gone berserk! To make her image more youthful, she can hide her crows feet by using the Simpsons eye implants!



## DAN & MARILYN QUAYLE

Nineteen-ninety-six isn't so far off that the Quayles shouldn't be thinking about taking over the White House. The Simpson mouth formation will give Dan and Marilyn the simple look that perfectly complements their political philosophy.



most appealing fashion. Well, celebrities of the world unite! Stop wasting your money! MAD has a plan to enhance your public image! With a little plastic surgery you can be...

# IMPSON LOOK E APPEARANCES



**BARBARA BUSH**

Why should the First Lady just stand in the shadow of her husband when she could upstage him as effectively as Nancy Reagan did Ronnie? With the Marge Simpson beehive, Barbara is sure to be noticed at the next State Dinner or Presidential photo-op.



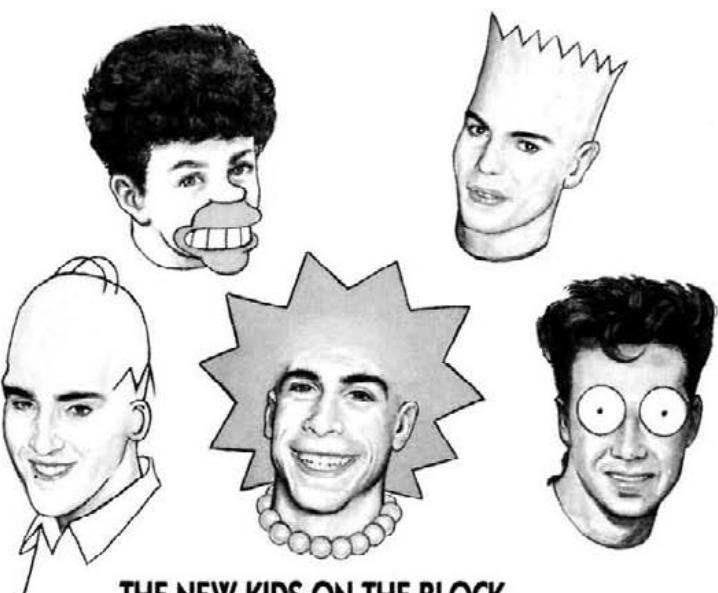
**YITZHAK SHAMIR**

The Middle East can sure use a laugh for a change and Israeli Prime Minister, Yitzhak Shamir, is just the fellow to provide it! Even the Arabs will get a charge out of his loveable Simpson eyes!



**MIKE TYSON & DON KING**

To make people forget his knockout loss to Buster Douglas, ex-champ Mike Tyson has to look like a winner. Promoter Don King is fine just as he is!



**THE NEW KIDS ON THE BLOCK**

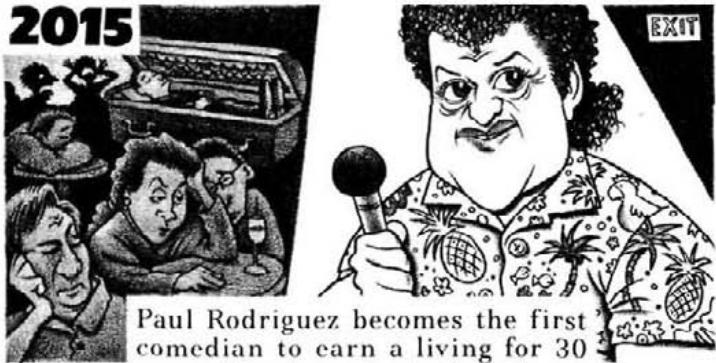
Fame can be fleeting and The New Kids on the Block could get to be The Old Kids on the Block very quickly. To hold on to their already dwindling popularity, we suggest NKOTB get a complete "Simpsonization."

## THE SHAPE OF ZINGS TO COME DEPT.

The 21st century starts in 10 years, and unless you have the lifespan of plastic, you won't be around to see it all! But it's not hard to guess what it will be like. MAD often foretells the future by examining current developments—as we did in 1952, when we predicted the invention of the electron microscope, and again in 1965, when we warned you about support hoses! Now take a look at the future you'll probably miss (and consider yourself lucky!) as, once again...



### 2015



Paul Rodriguez becomes the first comedian to earn a living for 30 years without ever having been funny.

### 2029



Nolan Ryan strikes out all 27 batters in a nine-inning game, and decides to retire at the age of 82 while he's still young enough to enjoy life.

### 2002



"L.A. Law" announces that it will run for six more seasons—just long enough to wrap up all 97 of its disconnected story lines.

## MAD REVIEWS THE

### 2031



The NBA folds after endorsement money from athletic shoe manufacturers makes every player rich enough to retire from basketball.

### 2041



Racing fans demand their money back when an automotive breakthrough makes it possible to run the Indianapolis 500 in nine minutes.

**2005**



**2017**



**2024**



# 21ST CENTURY

ARTIST: RICK TULK

WRITER: TOM KOCH

**2036**



**2052**



**AHEAD  
OF  
TIME**

Technology develops a phone answering machine capable of carrying on complex conversations with other phone machines and thereby making it unnecessary for human beings to talk to each other at all.

# 2058



A new continent emerges off the Atlantic coast, made entirely of styrofoam cups and disposable diapers dumped there by New York garbage scows.

# 2076



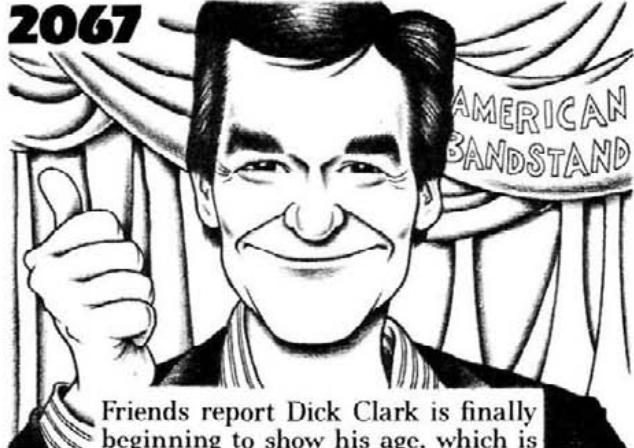
Americans learn they have just elected President a cartoon character whose TV ads were more appealing than the TV ads of any of the real candidates running.

# 2092



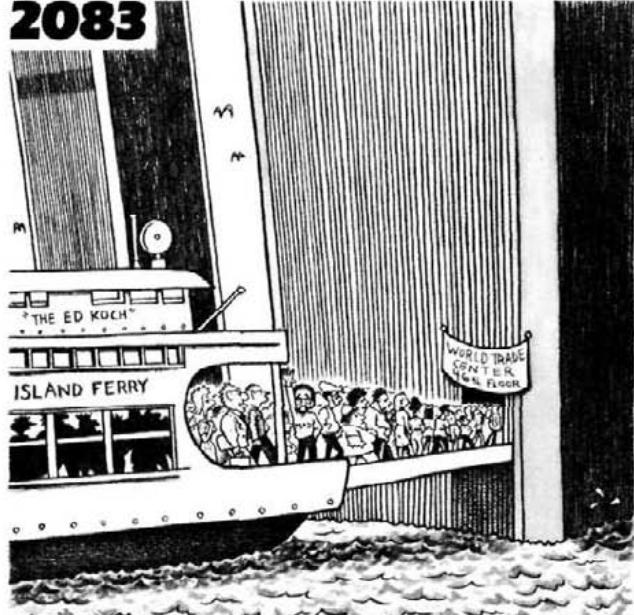
The rusting remains of a 1987 Yugo are dug up in Kansas and mistakenly identified by archeologists as an old steam-powered can opener.

# 2067



Friends report Dick Clark is finally beginning to show his age, which is kind of spooky because now he's 138.

# 2083



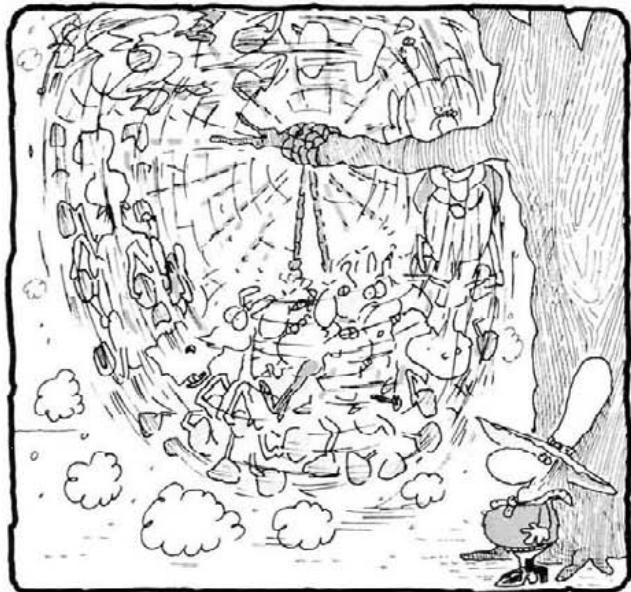
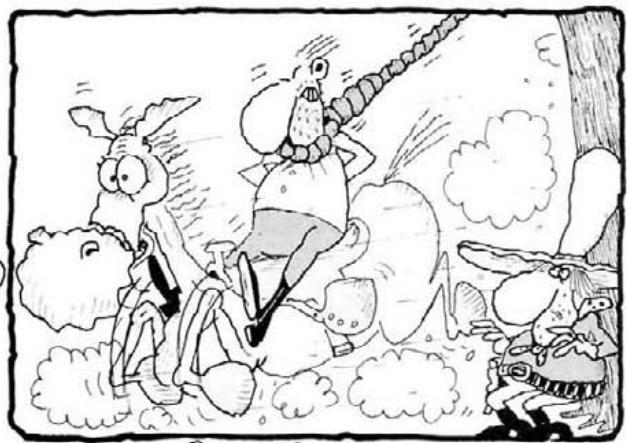
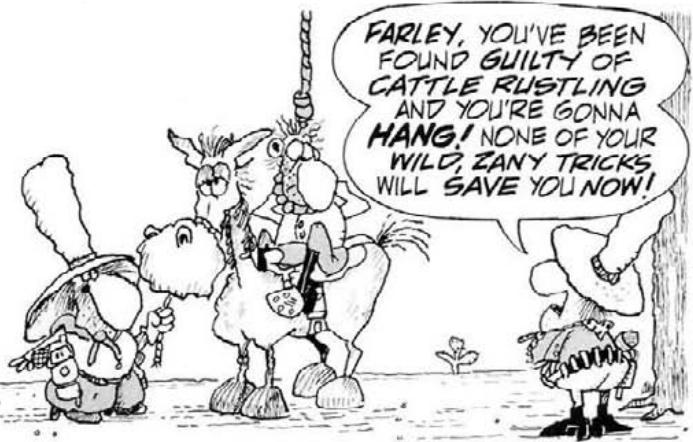
As the Greenhouse Effect melts more of the ice cap and oceans continue to rise, the Staten Island Ferry begins docking at the 46th floor of the World Trade Center, up two floors from the previous year.

# 2099



Newspaper columnists write millions of words debating whether the 22nd century will begin on January 1, 2100 or 2101.

# THE NEFARIOUS NOOSE NUISANCE



HUMOR IN A VERNACULAR VEIN DEPT.

"Fax," "yuppie," "call-waiting," "vision thing"—these are just a few of the new words that entered the English language during the 1980s. But many other expressions became obsolete, because the things they describe no longer exist! Here's a sampling of these linguistic relics, namely

# WORDS and PHRASES that LEFT the ENGLISH LANGUAGE during the 80's



ARTIST: PAUL COKER

WRITER: MIKE SNIDER



"... safe investment ..."



"... Exxon supporter..."



"... sports role model..."



"...directed by William Shatner..."



"...new nuclear power plant..."



"...journalist Geraldo Rivera..."



"...check your oil?..."



"...the cheap seats..."



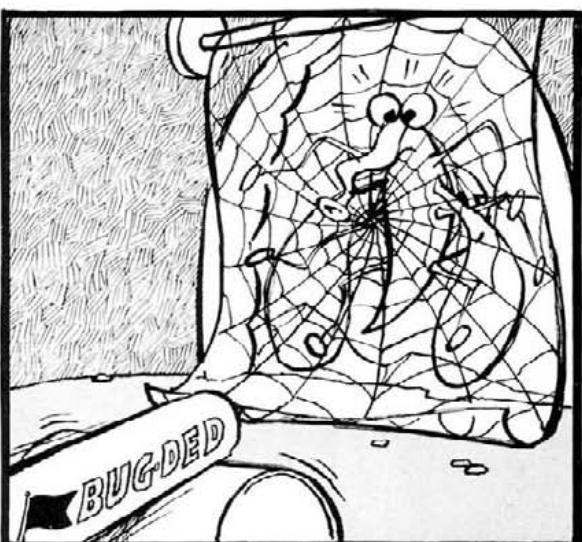
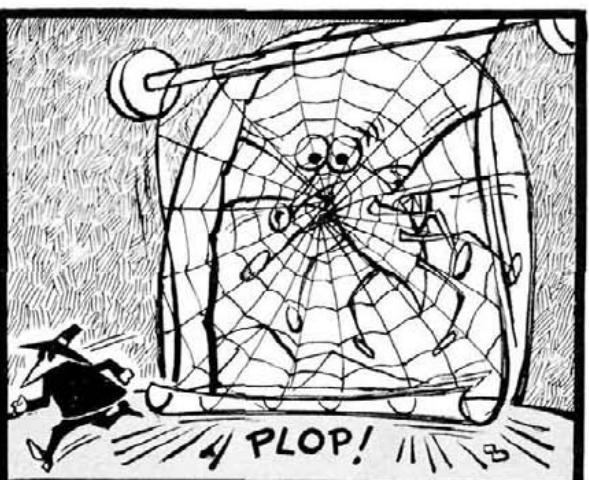
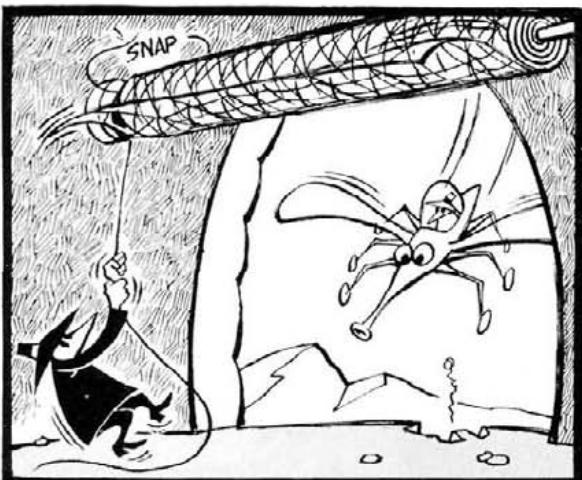
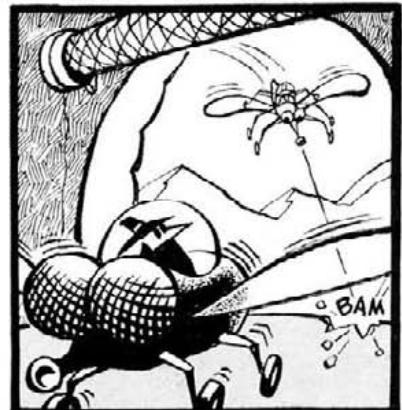
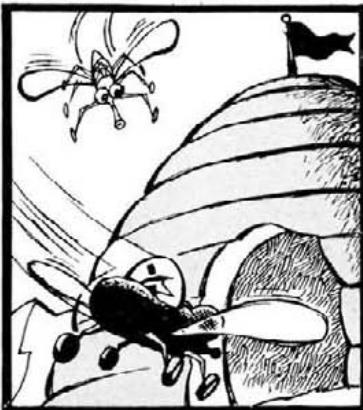
"...original screenplay..."



"...too old to rock 'n roll..."



"...respected TV evangelist..."



Hi, I'm Jock Nicholson and you're probably wondering why MAD would ask me to conduct an interview with a big-time sports player representative. It's really simple! They figured that since I played the Joker in *Batman*, I must know a lot about sleazy characters! That makes me the perfect person to talk to Jerky Kapsting, who has just been selected as...

# MAD'S SPORTS BUSINESS AGENT OF THE YEAR

ARTIST AND WRITER: ANGELO TORRES

Jerky, tell me, why did you become an agent?

My motives were pure! Green college kids can't handle unscrupulous owners!

You want to make sure kids get paid what they're worth?

No, the owners want to pay them what they're worth. I want to get them paid ridiculously high salaries, even if all they do is sit on the bench all the time!

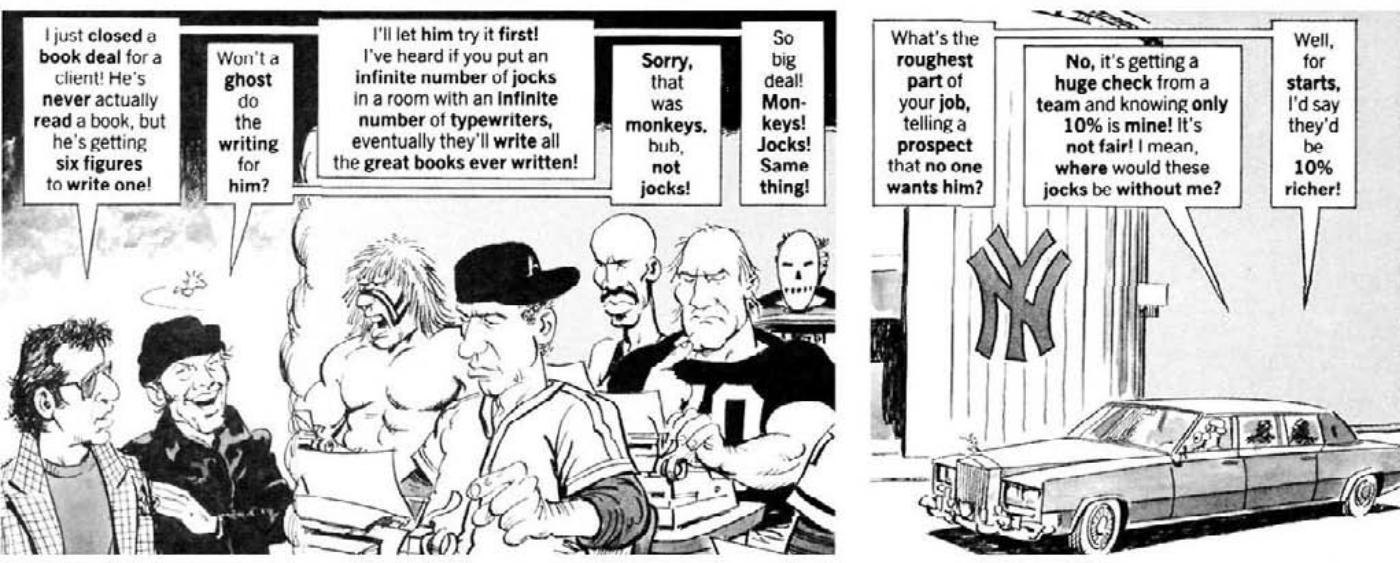
Do you need any special training to become an agent?

Absolutely! You need to have a special keen sense that can sniff out young players with talent, heart and drive!

Not to mention being able to sniff out clients who are dumb enough to sign a deal giving you a big chunk of their earnings for as long as they live!







You want to talk  
renegotiation?  
How about your  
other guy, Stunkel?  
He reached base  
twice in 478 at  
bats last year!

Look, Stunkel has  
a legally binding  
contract for ten  
years! You try any  
renegotiation  
funny stuff and I'll  
drag you into court!

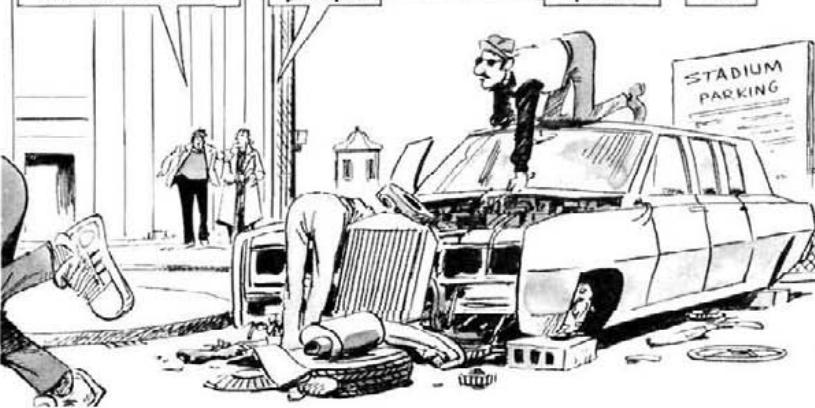
Boy, the people you  
have to deal with in  
this business! They've  
never heard of integrity  
and fair play! I just  
might tell my guy to sit  
out the entire season!

Sometimes  
a person  
has to  
stand up  
for a  
principle!

Brilliant  
idea!  
Except  
then he  
won't  
get paid!

In other  
words, you  
got your  
cut of  
his cash  
up front!

Very  
good,  
Jock!  
You  
catch  
on  
fast!



That's one of my  
clients who's training  
for the Olympics! I  
got him a multi-million  
dollar contract with  
a sneaker company!

Multi-  
million?  
Doesn't that  
make him a  
professional?

A  
professional  
huckster, yes!  
A professional  
athlete, no!

Right chief, he's a  
multi-millionaire,  
but he's never made  
a penny playing  
the sport he's  
world famous for!

Hank, you win the  
gold and I'll get  
your picture  
on a box  
of cereal!

Man, that ain't got no class!  
Besides, it's been done a  
thousand times! How about  
getting my picture on a  
bottle of brewski?



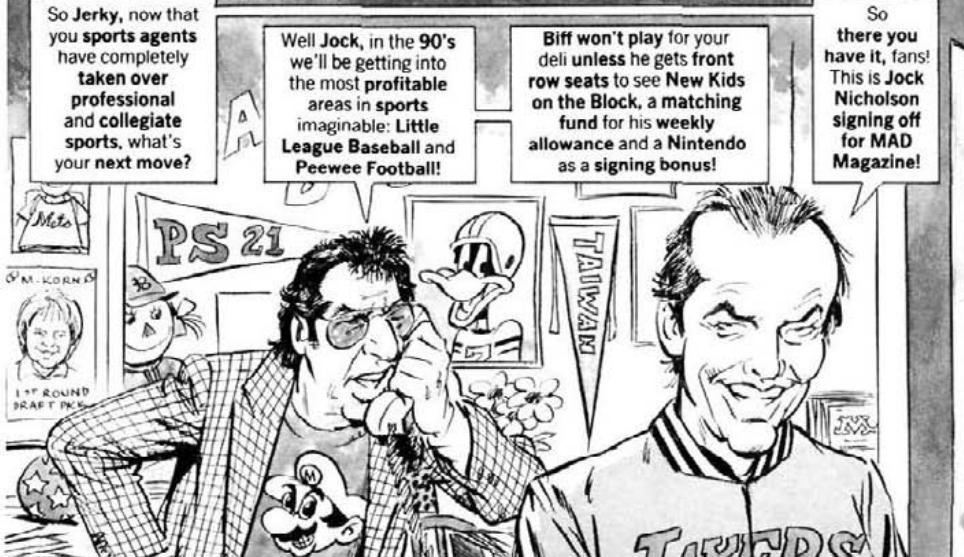
Can you imagine that jock wanting me  
to get him a beer endorsement? The  
fool! Everyone knows athletes aren't  
allowed to endorse beer! It would  
set a bad example for kids!

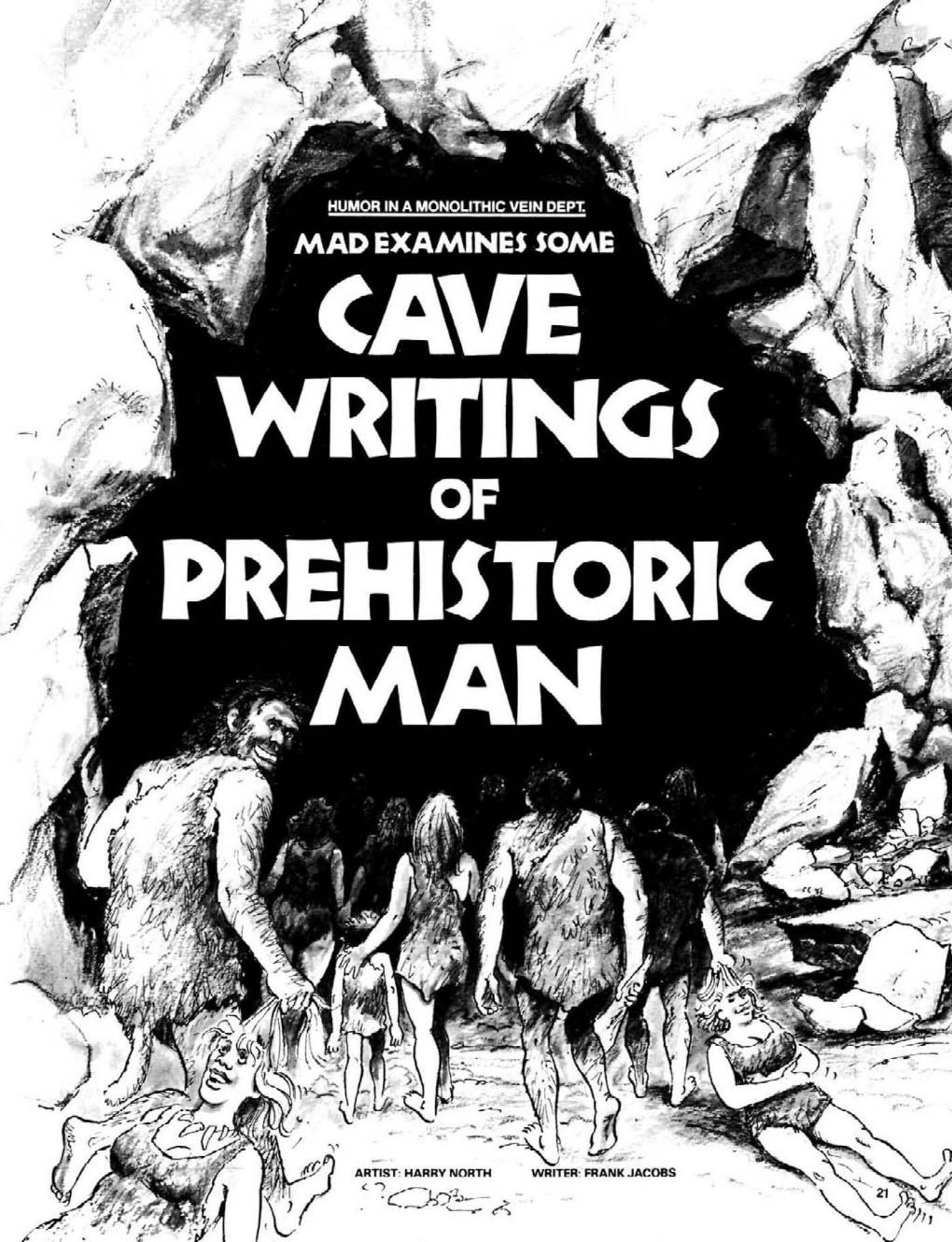
So Jerky, now that  
you sports agents  
have completely  
taken over  
professional  
and collegiate  
sports, what's  
your next move?

Well Jock, in the 90's  
we'll be getting into  
the most profitable  
areas in sports  
imaginable: Little  
League Baseball and  
Pee-wee Football!

Biff won't play for your  
deli unless he gets front  
row seats to see New Kids  
on the Block, a matching  
fund for his weekly  
allowance and a Nintendo  
as a signing bonus!

So  
there you  
have it, fans!  
This is Jock  
Nicholson  
signing off  
for MAD  
Magazine!





HUMOR IN A MONOLITHIC VEIN DEPT.

MAD EXAMINES SOME

# CAVE WRITINGS OF PREHISTORIC MAN

ARTIST: HARRY NORTH

WRITER: FRANK JACOBS

# An Ode by Zugga

A cave girl deserted her ex  
for a tyrannosaurus rex ex  
He adores me, she said.  
and he keeps me well fed.  
Though we've had a few problems  
with sex.

DEPRESSED BY YOUR LACK OF INTELLIGENCE?  
STUCK IN THE SAME OLD RUT? READING  
"HOW EVOLUTION CAN  
CHANGE YOUR LIFE?"

# THE BOY WHO CRIED DINOSAUR (A FABLE BY MOOG)

ON DAY ONE IN THE LAVA FIELD CRIED "DINOSAUR,  
DINOSAUR!" AND THE NEANDERTHALS RAN OUT TO HELP  
HIM. "IT'S A PLISTOCENE JOKE," THE BOY SAID. "THERE  
IS NO DINOSAUR!"

ON THE NEXT DAY THE BOY AGAIN CRIED  
"DINOSAUR! DINOSAUR!" AND AGAIN THE NEANDERTHALS  
RAN OUT TO HELP HIM.

"GIRL, IT'S AGAIN!" THE BOY SAID. "NO DINOSAUR."  
ON THE THIRD DAY, THEN THE FOURTH AND FOR  
THOUSANDS OF DAYS AFTER THAT THE BOY CRIED  
"DINOSAUR! DINOSAUR!" AND EVERY TIME THE  
NEANDERTHALS RAN OUT ONLY TO FIND  
THERE WAS NO DINOSAUR.

UNTIL ONE DAY THE BOY CRIED "DINOSAUR!"  
"DINOSAUR!" AND, AS USUAL, THE NEANDERTHALS  
RAN OUT TO HELP HIM. ONLY THIS TIME  
THEY RAN SLOWER.

"Uh-oh," THE BOY SAID TO HIMSELF.  
"I THINK THEY MAY BE CATCHING ON."

MORAL: DON'T BECOME PREDICTABLE—  
NEXT TIME YELL "MASTODON,  
MASTODON!"

# LET'S BAN THE SPEAR

A Political Essay  
By ZOK

Now that man has split the Stone, we are faced with the ultimate weapon - the SPEAR! The dawn of the spear age threatens our very survival! Till now, we could fight limited wars among clubs, tree limbs or mates. But now the Supertribes are building up vast spear stockpiles - this despite the recent SALT (Spear Arms Limitation Treaty) agreements.

No ONE objects when spears are used for peaceful, kinder, gentler purposes such as Brontosaurus slayings, or even one duel, to the death, or mate punishment. But in the hands of a tyrant society the spear could wipe out civilization.

It is time to ask  
ourselves: do we  
want to be  
dictators?

## CAVE SALE

STONE FURNITURE,  
STONE FLATWARE, STONE  
BRIC-A-BRAC, STONE POTS,  
STONE PATIO CHAIRS,  
STONE COLLECTABLES.

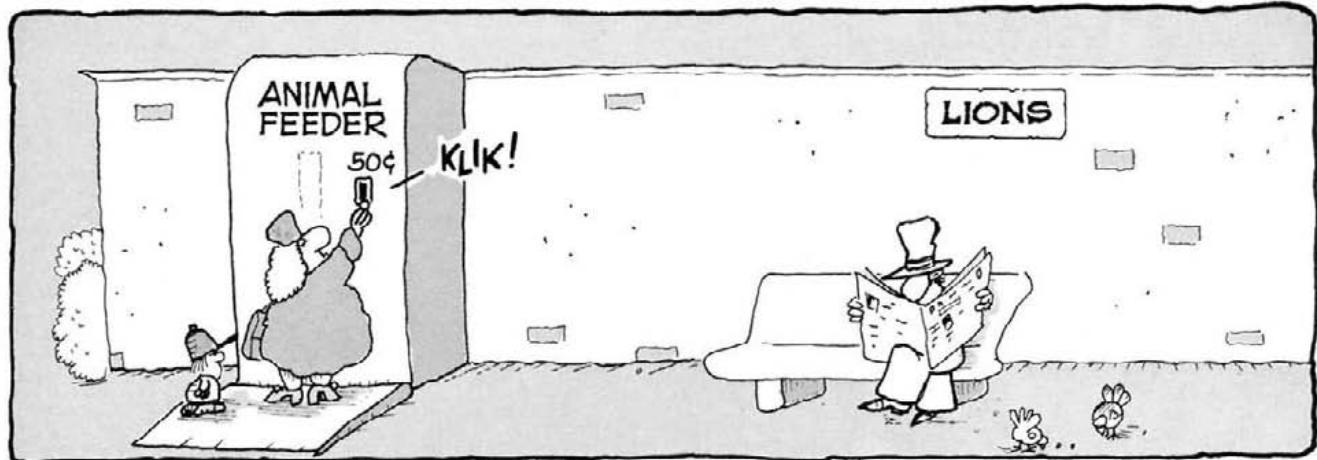
MUST SELL!  
AM MOVING TO TREE  
MARA THE  
HERRINGOIE

LECTURE  
TONITE  
HOW YOU  
CAN PROFIT  
FROM THE  
UPCOMING  
ICE AGE?

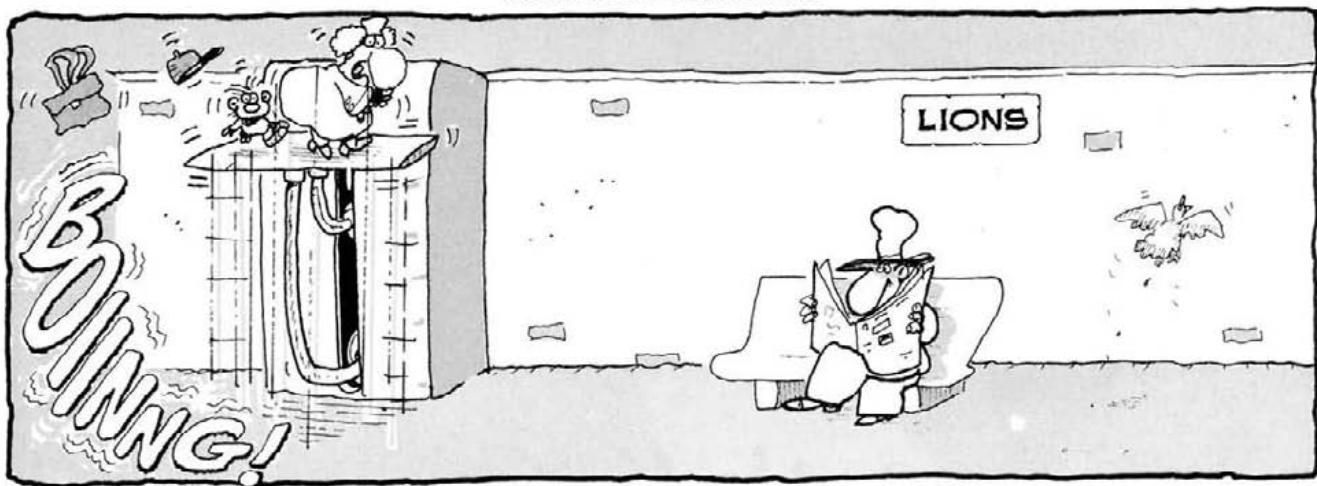


Another  
One by Zugg  
Today while talking to a  
Big globe came falling from  
We should have moved from where we are!  
That pterodactyl got us good!

# THE ZIPPY ZOO ZAPPER



ARTIST AND WRITER: DUCK EDWING



PLANE NONSENSE DEPT.

# The MAD People Watcher's Guide to an Airport

ARTIST: TOM BUNK  
WRITER: MIKE SNIDER

Blissfully unaware that she's just **erased 200 Christmas reservations** from the computer.

About to become statistic on police blotter when she tells "Mongo" he's spent an hour on the wrong line.

Promised he'd flush a "frozen surprise" over his friend Timmy's house after takeoff.

Isn't a terrorist; just gets off on having people think he is.

Is a terrorist, and worried sick about guy in turban!

## BOARDING GATE B

Prepared to argue about the definition of "carry-on" for hours, if necessary!

Building up a 4-hour supply of nicotine in bloodstream before boarding.

Petrified of flying; now back in the "friendly skies" after trying to deal with Amtrak!

Desperately hoping his wife doesn't show up to see him off.

Just spent 3 hours driving to airport and finding parking space for a 30-minute shuttle flight.

Pretending to be engrossed in article on Bob Saget so dork in next seat doesn't start up a conversation.

Actually only wants to read the Bob Saget piece after she's done!

Spent years perfecting his "You undipped me" sneer and grunt.

First in his class at the  
APEX 10-minute Airport  
Security Training School!

Has to break Carl Lewis's 1988  
Olympic Record to make connecting  
flight leaving from Terminal D.

INT. ARRIVAL

Followed wrong colored line on  
floor 3 days ago; still looking  
for son-in-law picking her up.

Feeling every bit as stupid  
as they look doing this!

Wondering if that 10 minutes  
alone in the plane's restroom  
puts him in the "Mile High Club."

Pretty sure he remembered to  
tighten those engine bolts  
on that last DC-10.

Have formed impromptu betting  
pool over which continent  
their luggage wound up on.

Would like to get his hands  
on the creep who thought up  
wheels on suitcases.

T. BUNK

SCRIPT TEASE DEPT.

Not even your parents are old enough to remember this, but once upon a time, Hollywood made movies that were original—not sequels or re-makes or outright rip-offs of other films. Nowadays, it's a different story...no, actually, it's the *same* story over and over! That's the problem! Well, we still yearn for those days when a "new movie" really was new! And since none of those overpaid "geniuses" out in Tinseltown can do it, it's up to us *underpaid* geniuses over here at MAD to come up with...

# TOTALLY ORIGINAL NEVER-BEEN-DONE BEFORE MOVIE PILOTS

ARTIST: GEORGE WOODBRIDGE

WRITER: MIKE SNIDER



A beautiful, sexy, older woman guides a shy and inexperienced teenage boy on the road to manhood and maturity by introducing him to a very nice girl his own age — and *not by seducing him!*



After terrorizing a sleepy suburban neighborhood, an other-worldly monster is captured, stabbed 12 times, gunned-down, set on fire, chopped to bits and fed through a meat grinder, yet *miraculously dies, and never causes trouble again!*



A spunky female gym teacher — reluctantly hired on as Fillmore High's Varsity Football Coach — surprises everyone, including herself, by *leading the team to the worst record in its history!*



Three teenage couples out for a little hanky-panky at the lake unwittingly stumble upon a run-down cabin that *isn't home to a psychopathic ax-slayer!*



When a group of 60's radicals-turned-80's-yuppies are reunited for a weekend, the contradictions between their youthful idealism and their present-day materialistic lifestyle *never occur to any of them!*



Two Chicago undercover cops break the back of a drug ring by gathering hard evidence and doing real police work — *not by making snappy patter and joking around!*



Teenage hacker Morrie Byte is dumbfounded when, after punching a few simple numbers into his Apple II, *he fails to break into a U.S. Missile Launch Computer!*



A ten-year-old boy who can't wait to grow up meets a 40-year-old man who wants to be a kid again—and—despite the intervention of a benevolent angel—they *resolve their problems without switching bodies!*



A respected Karate Master takes an awkward but eager young American under his wing and is shocked when—despite 6 months of intensive training—*his student is savagely beaten and humiliated by some street punk!*

You're in luck, Mr. Lovette!  
I've assigned an expert to  
take care of your problems!  
There's **nothing** about your  
model car that he **doesn't know!**



Ahh, except maybe, ahh,  
how to open the hood!



BERG'S-EYE VIEW DEPT.

# THE LIGHT

## LAWYERS

Here's the **contract**  
I've prepared for  
you! Sign right  
there at the bottom!

I'll  
read  
it  
first!



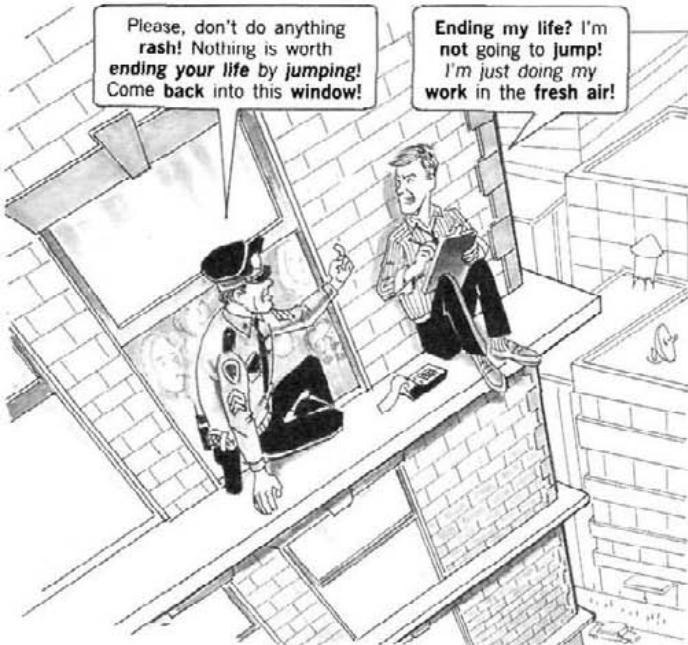
Well, did you  
understand it?

Every  
word!



Then I must have done  
something wrong!



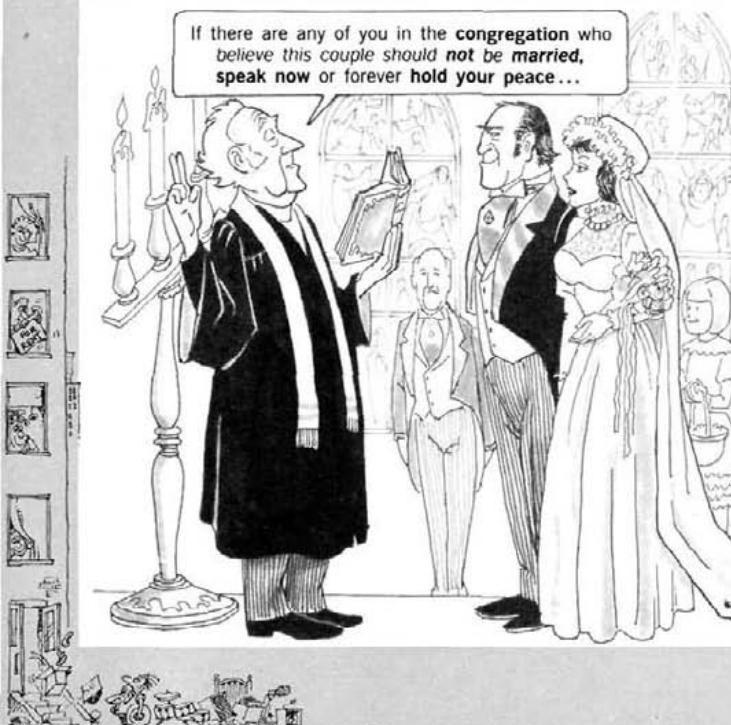


# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## WEDDING CEREMONIES

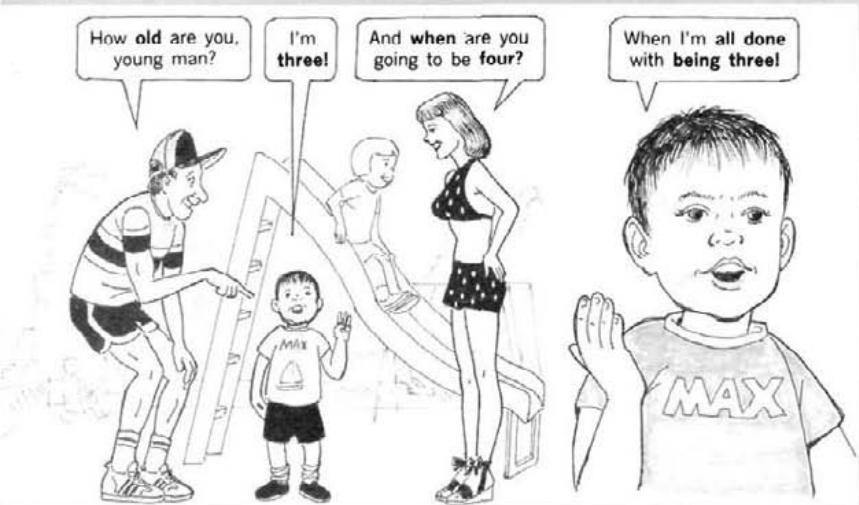
If there are any of you in the congregation who believe this couple should not be married, speak now or forever hold your peace...



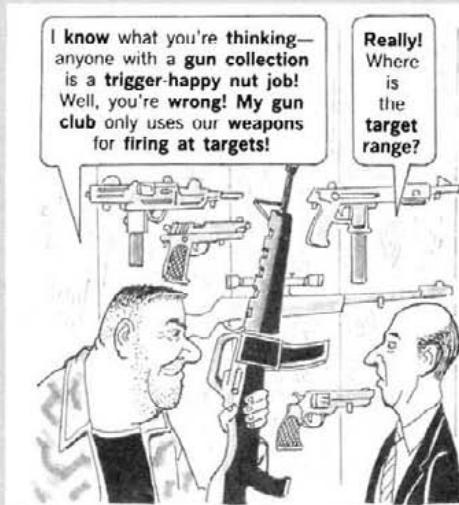
# EDUCATION



# AGING



# GUNS



# PRIORITIES



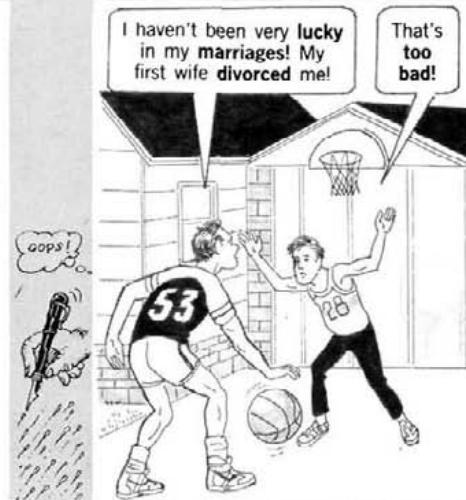
# OPTIONS



# TAXES



# RELATIONSHIPS



# FEARS



# THE OFFICE



## NEATNESS



## DOCTORS



# THE RAGING RABBLE'S REVENGE



With the recent stunning collapse of many Communist regimes all over the world, it may just be a matter of time until we see ads for the...

EVERYTHING  
MUST  
GO!



# WORLD COM

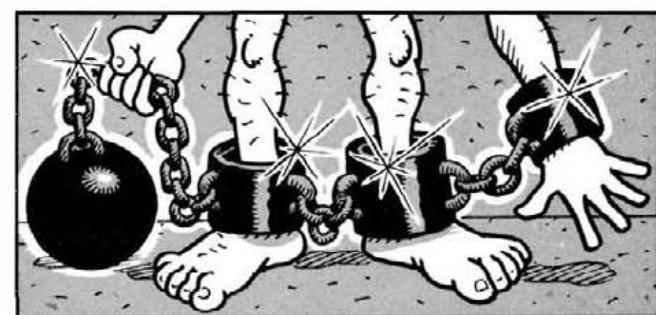


Dros Vutnya! I'm CRAZY GORBY here with loads of used Glasnost bargains! Just look at our first item: **25,000 Plaster Busts of Lenin!** They can easily be converted into busts of your favorite Western heroes, including Shakespeare, Frank Zappa, Steven Spielberg and more!

ARTIST: JOHN POUND



You'll want several of these ... The **Official Jockstrap of the Soviet "Women's" Olympic Weight Lifting Team!** The 1984 Olympics boycott left us with too many, but our loss is your gain!



Here we have some lovely **Wrist and Ankle "Jewelry" from Siberia!** They were formerly used to restrain inmates ... uh, mental patients, who were all miraculously "cured" when I took over the government!

# COMMUNISM CLOSE-OUT SALE



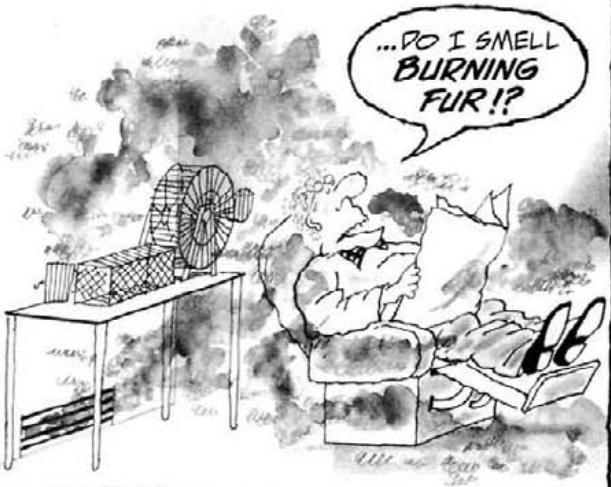
WRITER: MIKE SNIDER



CLAWS AND DEFECTS DEPT.

# THE 9 REAL REASONS

PETS OFTEN RUN OFF AND GET INTO TROUBLE ...



PETS NEVER PRACTICE "SAFE SEX" ...



PETS SOMETIMES TURN ON THEIR MASTERS ...



## WHY YOUR PARENTS WON'T LET YOU HAVE

PETS ARE ONLY CONCERNED WITH  
THEIR OWN COMFORT...



PETS CAN REALLY MAKE YOUR HOUSE  
GUESTS UNCOMFORTABLE ...



PETS ARE USUALLY IMPOSSIBLE TO TRAIN ...



PETS FREQUENTLY CONTRACT STRANGE DISEASES ...



PETS CONSIDER THEMSELVES EQUALS ...



A  
**PET!**

ARTIST AND WRITER: PAUL PETER PORGES



PETS CAN BE EASILY FREAKED ...



#### A LITTLE SMART ASKED DEPT.

For all the triumphs of American education, we are still lacking in many key areas. If you don't believe us, just take a look at all the goofy cheeseheads walking around! Poor schnooks who can't function in the real world! Alas, if only the schools they went to had taught them...

#### Every American should learn enough... **MATH**



...so we'll have store clerks who can make change when the computerized cash register breaks down!

#### Every American should learn enough... **PHYSICS**



...to know that two solids cannot occupy the same volume of space...no matter how hard you honk your car horn first!

#### Every American should learn enough... **GRAMMAR**



...to be aware that many intelligible sentences can be formed without inserting "y'know" or "like" after every third word!

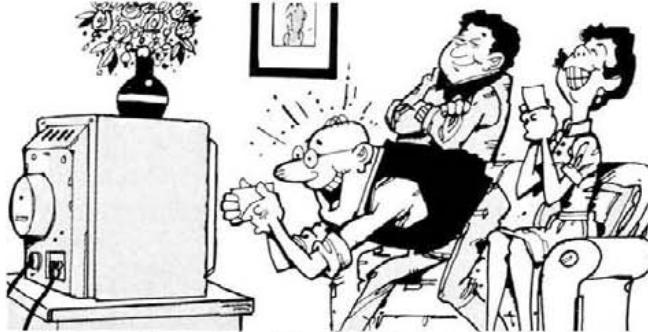
# WHAT EVER SHOULD BE

#### Every American should learn enough... **MEDICINE**



...to figure out that the cold you caught from someone else just might be contagious to others!

#### Every American should learn enough... **STATISTICS**



...to realize that "One-in-25,000,000" is so close to "ZERO-in-25,000,000" that not buying a lottery ticket gives you almost virtually the same chance of winning as when you do buy one!

#### Every American should learn enough... **ELECTRONICS**



...to remember that the Laws of Voltage and Current that relate to "Circuit Overloading" remain in force throughout the holiday season!

# RY AMERICAN REQUIRED TO LEARN



ARTIST: BOB JONES

WRITER: MIKE SNIDER

Every American should  
learn enough... **ASTRONOMY**



...to ask themselves, "How can stars that are  
billions of miles away know that I should  
'avoid emotional entanglements tomorrow'?"

Every American should  
learn enough... **CHEMISTRY**



...to know that putting some glitzy celebrity's  
name on the label has absolutely no effect on  
the molecular composition of cheap perfume!

Every American should  
learn enough... **HOOMEMAKING**



...to know at least the principles of  
cooking for yourself—in case the  
local McDonald's ever closes down!

Every American should  
learn enough... **ECONOMICS**



...to realize that a "get rich quick" course that  
really worked would be in such demand that it would  
not have to advertise on cable TV at three a.m.!

Every American should  
learn enough... **LAW**



...to avoid winding up as just another  
babbling, unprepared moron in front of  
millions of "People's Court" viewers!

Every American should  
learn enough... **POLITICAL SCIENCE**



...to know that "a renegade Marine colonel in the  
White House basement" is not one of the branches  
of government envisioned by the founding fathers! 41

# A MAD LOOK AT SU



# PERMARKETS

ARTIST AND WRITER: SERGIO ARAGONES





MILKING AMNESIA DEPT.

There's a brand new sci-fi movie out with so many *defects* in the plot, acting and special effects, that it *breaks down* before it *runs* even an hour! That's why we *airbags* at MAD are convinced this *lemon* of a *clunker* of a *bomberino* should be...

# TOTALLY RECALLED

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

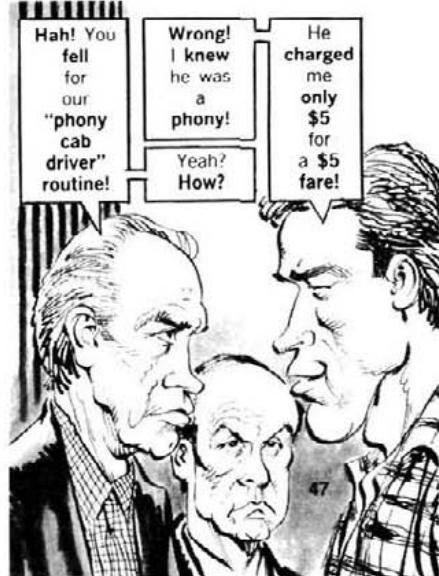
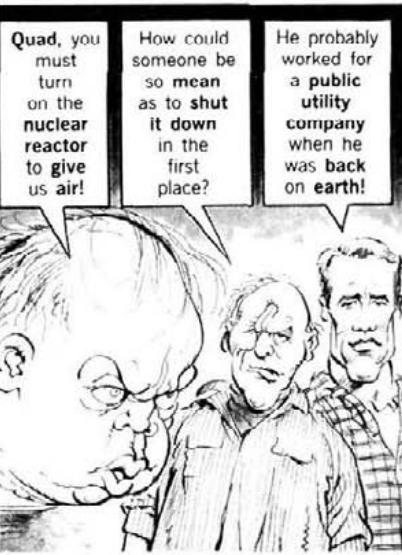
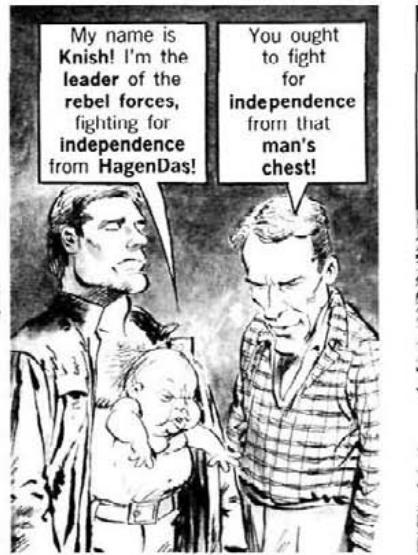
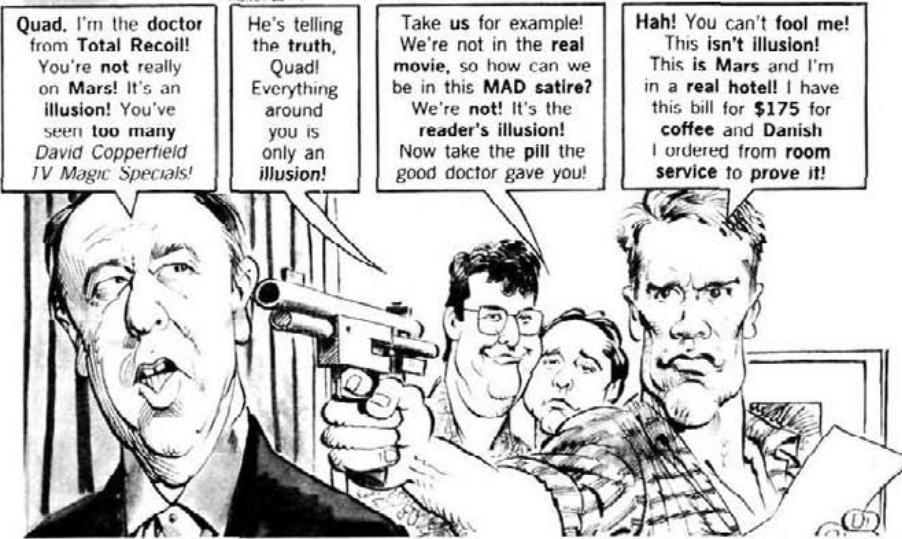
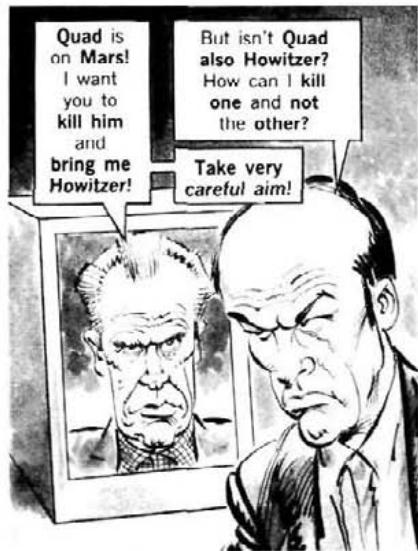
I'm Quad! That's me in the chair! I'm having a "vacation implant," a fantasy dream process created by *Totally Recalled* that will allow me to take an entire two-week trip to Mars without having to worry about typical vacation problems like passports, dysentery, bad weather, or airline food!

I'm Howitzer, not Quad! Those other two guys looking at me may look like me but they're **not really me** because I'm **really the real me!** Really! And if you think you're a bit confused **now**, wait until we **really get into the plot!**

I'm Arnold! See if you can **follow this!** Those two other look-alikes are living **totally different lives**, but they're **really the same guy!** They don't know if they're **real** or just **dreaming!** Me? You know who I am—I'm the guy who stands to make a bazillion dollars with this cockamamie movie! And I'm **not** dreaming!







So. Quad.  
I've  
captured  
you at  
last!  
Or are  
you  
Howitzer?

I don't know!  
Was I really  
caught, or  
am I just  
dreaming  
that I was  
caught?

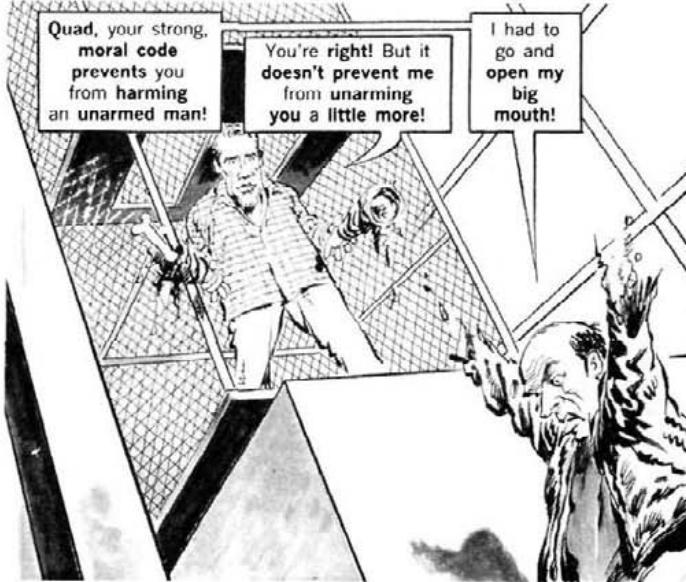
It all depends! If I'm  
not dreaming I caught  
you, then I did catch  
you, and this is your  
real wife! If I am  
dreaming, then you  
and your dream wife  
are free to go!

I'm getting such a  
headache from all  
this! We've got  
to erase Quad's  
memory so there'll  
be a few less  
people around here  
to confuse me!

No problem!  
I've got  
the memory  
machine  
ready and  
set for  
total  
erasure!

Will he  
remember  
any  
of  
this,  
Doctor  
Sleaze?

No, we used this  
same machine on  
President Reagan  
back on earth  
during the  
Contra hearings  
and look what  
it did to him!



WHAT MUSICAL  
GROUP HAS  
SURPASSED  
THE  
ACHIEVEMENTS  
OF THE  
BEATLES?

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

There are claims that a recent musical group has surpassed The Beatles. To find out which group that is, fold page in as shown.



A ►

FOLD THIS SECTION OVER LEFT

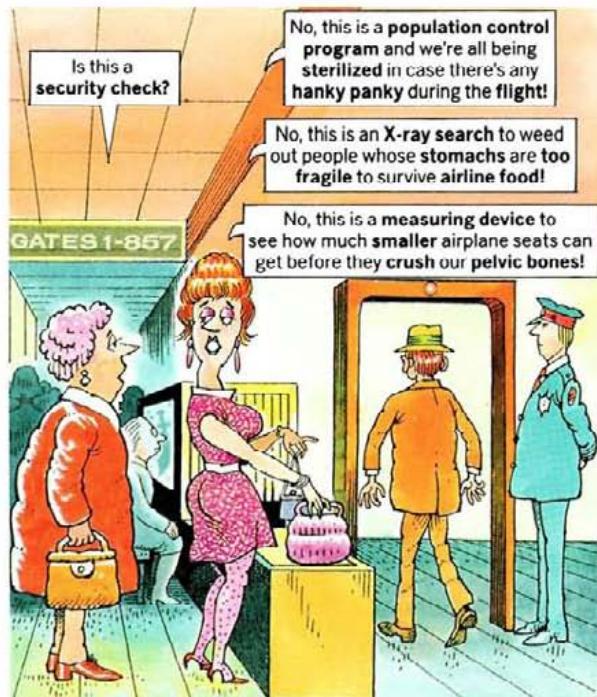
◀ B FOLD BACK SO "A" MEETS "B"



NEW MUSICAL GROUPS MUST HAVE THE RIGHT STUFF TO  
ATTEMPT SURPASSING THE BEATLES. BUT THERE IS  
ONE IN BOSTON THAT'S HANGIN' TOUGH WITH THE HOPE  
OF DOING JUST THAT. SOME CRITICS SAY THE  
GROUP IS TOO CHILDISH. "THIS ONE'S FOR THE  
CHILDREN," ONE OF THEM RECENTLY REMARKED.

A ►

◀ B



## SNAPPY ANSWERS TO STUPID QUESTIONS IN

# AIR TRAVEL

ARTIST AND WRITER: AL JAFFEE

